



# Governor's Office of Education Innovation Staff Update

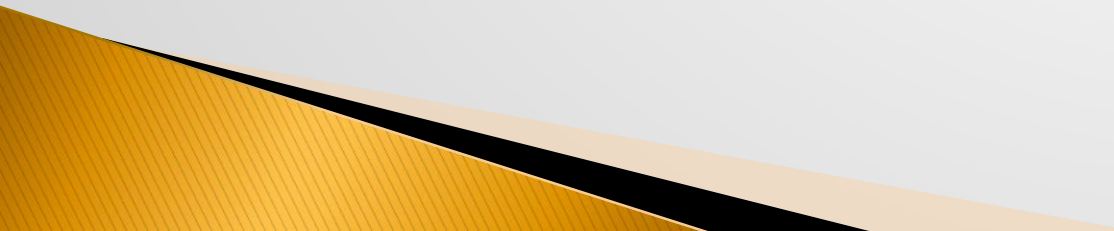
Rebecca Gau, Director

# Social Media Update

## ▶ Goal:

- To help parents, teachers and students
  - connect to the Arizona Ready Education Reform Plan, and
  - Be able to relate the changes in the classroom to an intentional road map for increased academic achievement in Arizona

# Social Media Update

- ▶ Increased the frequency and “user friendliness” of Facebook posts
  - ▶ Launched cinema and online communications December 15 – January 15
  - ▶ Connected the idea of Arizona Ready to the spirit of Arizona’s Common Core Standards
  - ▶ Online will continue through March
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# Social Media Update

- ▶ As of January 22:
  - Increased by 2,000 “likes” from December 1
  - Currently at 5,617
  - During winter break, up to 1,000 “talking about”; now hovering at about 500 – still a great improvement
- ▶ Added 30,000 “Friends of Fans”
  - Now over 1.4 million
- ▶ Increased number of unique individuals who saw Arizona Ready content each month from 3,600 to 12,700 – a 350% increase

# Next Steps

- ▶ Launch “Spring Reading Challenge”
  - Partnership between Governor and Superintendent
  - Harkins Theaters sponsoring the prizes
- ▶ Website redesign
- ▶ Grassroots outreach
- ▶ What type of information would be helpful in my updates?